

1542208

**AGREEMENT FORM FOR
NON-CANDIDATE/ISSUE ADVERTISEMENTS**

Station and Location: WAPT JACKSON, MS	Date: 11.4.16
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I, Heidi Guerra
do hereby request station time concerning the following issue:

Criminal and civil Justice

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

This broadcast time will be used by: IMPAC

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"
☐ Yes ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished
by (name and address):

IMPAC - INNOVATIVE Advertising
4250 Hwy 22, Ste #7
MA Newville, LA 70471

and you are authorized to announce the time as paid for by such person or entity
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of
directors below (or attach separately):

Derek Easley
JERE E ~~F~~ PRODHUM MD - CHAIR
ARTHUR R TRAUGOTT MD 1ST CHAIR
J REGAN THOMAS
MD - TREAS.

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

11/14/16 *Heidi Guerra* 985-377-7161
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected
Anna Katherine Scott ANNA KATHERINE SCOTT NSM
Signature Printed Name Title



Buy Detail Report

1542208

Date: 11/3/2016
10:21 PM

Client: IMPAC Estimate: 1443 Media: TV
Description:

Vendor: WAPT-TV

IMPAC16 D1 Jackson Media
Buy F3

Vendor Code: WAPT
Send Billing To: Innovative Advertising
4250 Hwy 22

Revision #:

Product: Political Flight Start Date: 10/31/2016 03:00 AM

Market: Jackson, MS Flight End Date: 11/13/2016 02:59 AM

Survey: Nov16 Proj (Nov15 HUT, Jul16 SHR)
DMA Custom Live+1

Suite 7

Mandeville, LA 70471

Phone: 985.377.7161

Separation between spots: 30 Buyer: Heidi Guerra

Fax: 985.377.7118

Affiliation: ABC

Line No	Daypart Program	STN Gross	STN Net	Dur	Wks 11/7	Total Spots
WAPT-TV						
1	MTuWThF 5:00a-6:00a 16 WAPT NEWS AT 5 AM	\$240.00	\$204.00	30	1	1
3	MTuWThF 6:00a-7:00a 16 WAPT NEWS AT 6 AM	\$275.00	\$233.75	30	1	1
4	MTuWThF 7:00a-9:00a GOOD MORNING AMERICA	\$225.00	\$191.25	30	2	2
5	MTuWThF 3:00p-4:00p ELLEN	\$90.00	\$76.50	30	1	1
25	MTuWThF 9:00a-10:00a LIVE WITH KELLY & MICHAEL	\$150.00	\$127.50	30	1	1
26	MTuWThF 1:00p-2:00p GENERAL HOSPITAL	\$60.00	\$51.00	30	1	1



Buy Detail Report

Date: 11/3/2016
10:21 PM

IMPAC	Estimate:	1443	Media:	TV	Description:
27	MTuWThF 5:00p-5:30p	\$275.00	\$233.75	30	1
	16 WAPT NEWS AT 5PM				
28	MTuWThF 5:58p-6:30p	\$350.00	\$297.50	30	1
	16 WAPT NEWS AT 6PM				
29	MTuWThFSaSu 10:00p-10:35p	\$425.00	\$361.25	30	1
	16 WAPT NEWS AT 10P MON-SUN				
30	M 7:00p-9:00p	\$850.00	\$722.50	30	1
	DANCING WITH THE STARS				

MTX offered - 10p - 11p

IMPAC16 D1 Jackson Media Buy F3

Vendor: WAPT-TV

Revision #:

Vendor Code: WAPT

Send Billing To: Innovative Advertising

4250 Hwy 22

Suite 7

Mandeville, LA 70471

Phone: 985.377.7161

Fax: 985.377.7118

Product: Political
Market: Jackson, MS
Flight Start Date: 10/31/2016 03:00 AM
Flight End Date: 11/13/2016 02:59 AM
Survey: Nov16 Proj (Nov15 HUT, Jul16 SHR)
DMA Custom Live+1
Buyer: Heidi Guerra

Separation between spots: 30

Affiliation: ABC

Line No	Daypart Program	STN Gross	STN Net	Dur	Wks	Total Spots
				11/7		

WAPT-TV

Total Cost:	\$3,165.00	Total Spots:	11
			11



Buy Detail Report

Date: 11/3/2016
10:21 PM

IMPAC Estimate: 1443 Media: TV Description:

Signature: _____

Disclaimer:

Spots must run within scheduled flight dates and must be approved in advance by the buyer. All invoices must match the broadcast order and any make goods must be approved prior to running. Invoices are due on the 5th of the month in duplicate. Station agrees that innovative can cancel this media campaign at any time. At least 90% of all placed GRPS must be matched. All sports programming spots must run during game and not pregame, postgame or at halftime otherwise spots will be credited. By accepting this buy, station understands and agrees that INN is acting solely as an agent for said client in which all billing will be in care of INN and ultimate liability of payment will rest with said client until client makes payment to agency. This placement and acceptance of it supersedes and overrides any previously executed contracts and applications of credit that contradicts this liability transfer agreement.

Summary by Station/System

Product: Political
Market: Jackson, MS
Separation between spots: 30
Flight Start Date: 10/31/2016 03:00 AM
Flight End Date: 11/13/2016 02:59 AM
Survey: Nov16 Proj. (Nov15 HUT, Jul16 SHR)
DMA Custom Live+1
Buyer: Heidi Guerra

Send Billing To: Innovative Advertising

Suite 7
4250 Hwy 22
Mandeville, LA 70471
Phone: 985.377.7161
Fax: 985.377.7118

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WAPT-TV					
	11	\$3,165.00	100%	\$2,690.25	100%
Market Total:	11	\$3,165.00		\$2,690.25	

Bozone, Linda F

From: Heidi Guerra <heidi@peoplewhothink.com>
Sent: Friday, November 4, 2016 10:15 AM
To: Scott, Ak
Cc: Nuss, Larry J; Bozone, Linda F; Wadlington, Ruth A
Subject: Re: Balance of payment due today - WAPT for IMPAC

I can't add any more funds so if we don't have any makegoods to clear that amount just run the Conviction spot and tell me if we have any funds leftover to air!

Thanks!

On Fri, Nov 4, 2016 at 10:00 AM, Scott, Ak <akscott@hearst.com> wrote:

Heidi....Thank you..

We are sold out in DWTS on Monday and we need \$1600 to clear your spot.

Let me know if you want to do that or if you want to take the \$850 and buy

1 x Mon 9-10p Conviction

Let us know asap

Thank you

From: Heidi Guerra [mailto:heidi@peoplewhothink.com]
Sent: Thursday, November 3, 2016 10:24 PM
To: Scott, Ak <akscott@hearst.com>
Cc: Nuss, Larry J <lnuss@hearst.com>; Bozone, Linda F <lbozone@hearst.com>; Wadlington, Ruth A <RWadlington@hearst.com>
Subject: Re: Balance of payment due today - WAPT for IMPAC

Hey guys,

Here is the next and final order for Flight 3 for Impac. Please confirm receipt and let me know if you have any questions!

Once confirmed we will send wire payments in the morning.

Thanks!

On Fri, Oct 28, 2016 at 9:54 AM, Scott, Ak <akscott@hearst.com> wrote: